

**PAGE COUNTY
ECONOMIC DEVELOPMENT AUTHORITY (EDA) MINUTES
Regular Meeting • 5:30 p.m. Monday, Oct. 23, 2023
Government Center • 103 S. Court St. • Luray, VA**

The Economic Development Authority of the County of Page, Virginia conducted its regular monthly meeting at 5:30 p.m. on Monday, Oct. 23, 2023, in the Board of Supervisors' Room of the Page County Government Center in Luray.

EDA MEMBERS PRESENT

Missie Deibert, Chairperson (District 2)
Jackie Fox Wood (District 1)
Bart Price (District 4)
Dennis Fleming (At-Large)
Leslie Curre (Town of Luray)
Jonathan Comer (Town of Shenandoah) *

** Comer joined the meeting at 5:57 p.m. during a housing subcommittee report included on the agenda under "old business."*

STAFF PRESENT

Nina Fox, Director of Economic Development and Tourism
Rebecca Armstrong, Communications and Marketing Coordinator

OTHERS PRESENT

None

CALL TO ORDER

The meeting was called to order at 5:32 p.m. by Chairwoman Deibert.

INTRODUCTION OF MEMBERS AND GUESTS

None

APPROVAL OF AGENDA

EDA members by consensus approved the Oct. 23, 2023 agenda.

APPROVAL OF MINUTES

EDA members by consensus approved the meeting minutes of Sept. 25, 2023.

TREASURER'S REPORT

EDA members reviewed October's financial report (attached), prepared by treasurer and District 3 member Levinson. Fox reported that auditors are in the process of completing a report for fiscal 2023 and that all required documents were provided to

auditors by Levinson and Page County Economic Development and Tourism Specialist English Henry.

Chairwoman Deibert noted third-quarter stipends for EDA members and said she'd entertain a motion for approval. Curle **moved** that member stipends for the third quarter be approved, seconded by Price. The motion unanimously carried.

OLD BUSINESS

1. **Farming/agriculture subcommittee** — Fox reported that following a recent visit by Rep. Ben Cline to Luray one of his staff members reached out in regards to a feasibility study for a meat processing facility in Page County that was shared with Cline. She said that she hoped to schedule a meeting soon. Chairwoman Deibert asked if Page County Supervisors were being updated with progress toward the proposed meat processing facility. Fox reported that none of the \$300,000 allocated by Supervisors for the second phase of the project has been spent and that the ag subcommittee has been updating the Board.

Chairman of the ag subcommittee and EDA member Fleming inquired about efforts by a group of Page County residents to potentially form a new agriculture-focused group led by Vanessa Kulick Price. Fox reported that she'd been asked by the group to join but declined because she felt that the group's focus and efforts would duplicate those of the EDA's farming and agriculture subcommittee. Fleming noted that he in an email had been listed as member of the new group but was never asked to be a part of it. Fox said she suggested that both groups meet to avoid redundancy.

Fox lauded advocacy efforts by the Virginia Farm Bureau and noted that the county allocates \$90,000 each year to the local Virginia Cooperative Extension office in Stanley. She said that the county's goal is to determine "how to economically improve farming in Page County."

2. **Housing subcommittee** — Referencing the EDA's decision to move forward with plans to conduct a feasibility study for the EDA-owned property off Good Rich Road in Stanley, Fox told EDA members that she'd shared plans for the land with Executive Director of the Shenandoah Valley Partnership Jay Langston. Fox said that Langston asked on behalf of SVP to be part of the project. She noted that the group's private sector board hopes to allocate money to fund local projects and that EDA members Curle and Comer agreed to accompany Fox to talk to Langston in more detail.

Fleming inquired about short-term rentals in Page County. Fox reported that unaudited numbers from fiscal 2023 reflect a 26% increase in Transient Occupancy Tax revenue over the previous fiscal year. She reported that according to AirDNA

data, the average short-term rental cost a night is \$150 nationally, compared to \$297 a night in Page County. She said that the median home sales price in Page County is now \$250,000 or more when it was once \$100,000 or less, and that the majority of vacation rentals in Page County are valued at between \$400,000 and \$500,000. EDA members discussed the differences between short-term rentals within a town limit and outside of a town limit in Page County.

3. **EDA goals** — Chairwoman Deibert noted that draft copies of a list of EDA goals were distributed by Fox during the group’s August meeting and that EDA members tabled a discussion about the draft goals until the group’s October meeting. She said that the document was intended to answer the question “What are you doing?” when asked by community members.

EDA members during the Oct. 23 meeting discussed the draft document prepared by Fox that considered notes and revisions submitted by EDA member Levinson via email. Currle asked how the idea to create the document originated. Chairwoman Deibert said that after she attended several Page County meetings, she “realized it would help clear confusion” among community members. Fox added that many community members continue to confuse the differences and responsibilities of the EDA and the economic development department.

EDA members by consensus agreed that the draft document should be broader. Fleming suggested focusing on “what we have done, who we are and what we can do for you.” The EDA agreed that the document should be revised to focus on four chief areas:

- *Who we are.*
- *What we have done.*
- *What we are working on.*
- *What we can do for you.*

Fox said she would work on the revisions. Chairwoman Deibert said the group would pick the discussion back up at the EDA’s November meeting, noting that the group typically does not meet in December.

NEW BUSINESS

None

PAGE COUNTY ECONOMIC DEVELOPMENT DEPARTMENT UPDATES

Fox reported recent tourism initiatives, including the creation of magnets featuring QR codes linking to Page Valley events, happenings and other information on pagevalley.org. She said the magnets were set to be distributed to industry partners, including short-term lodging owners and local restaurants. She reported that the towns of Luray, Stanley and Shenandoah have agreed to — utilizing TOT funds earmarked for the towns by the county — collaborate on a project to place informational kiosks in heavily visited areas in the towns. Fox reported that the Page County Tourism Council

is moving forward with plans to organize and host a community forum to answer questions and asked if the EDA would like to be a part of it, adding that she'd like to also invite the Luray-Page County Chamber of Commerce and LDI to participate. The EDA by consensus agreed to participate in the upcoming forum.

COMMENTS BY THE PUBLIC

None

COMMENTS BY THE MEMBERS

None

ADJOURN

The meeting adjourned at 7:13 p.m.

EDA MONTHLY FINANCIAL REPORT

9.25.23

EDA ANNUAL OPERATING BUDGET 2023-2024				
Expense	Budget	Recent Expenses		NOTES
		9.25.23	7/1/23-6/30/24	
		10.23.23	Spent to Date	
Advertising/Printing/Marketing		1,000.00		
Insurance -VACO		1,475.00	1,456.00	
Membership		200.00		
Meeting/Travel/Lodging		300.00		
Postage		0.00		
Accounting		2,500.00		
Legal		0.00		
Professional		0.00		
Website (CIVIC Plus)		425.00		
Stipends		5,000.00	1,200.00	
Supplies		0.00		
Rezoning Fee to PC		0.00		
Reed & Reed rezoning legal fees		0.00	647.03	
Banners for farmer's market		0.00		
Feasibility study		0.00		
Email		600.00	370.18	
TOTAL		11,500.00	3,673.21	

Blue Ridge Bank				
Checking: #4061				
Current Balance		57,759.52		
Interest rate		0.100000%		
Checking: #4317				
Current Balance		25,022.24		Secures Loan Acct: RAB3119 for Rudy & Son Recreation LLC
Interest rate		0.100000%		
Original Loan Balance		25,000.00		Outstanding balance: \$4,633.72
Date issued		4.16.21		
Interest rate		0.250%		
Maturity date		4.16.2024		
Monthly payments		697.16		

PIONEER BANK: CDS				
CD #1: Account 633339				
Issued		12.26.2017		Secures loan 971143 for Aircraft Maintenance Solutions
Original Balance		85,155.93		
Current Balance		88,763.70		Secures loan 1015767 Wright's Appliance Center
Maturity Date		10.26.2023		
Interest Rate		0.200000%		
Original Loan Balance		60,000.00	46,666.80	40,000.00
Date Issued		5.20.2020	2.06.2023	34,666.40
Interest rate		0.00%	0.00%	
Maturity Date		5.20.2025	2.26.2028	
Monthly payments		\$333.33	\$666.67	
5 year balloon payment				
CD #2: Account 633339				
Issued		10.26.22		
Original Balance		100,000.00		
Current Balance		108,380.61		
Maturity Date		8.26.2027		
Interest Rate:		0.520000%		

PROPERTY OWNED BY EDA	
	Tax Assessment Value
Stony Brook Lane 17.933 acres	179,300.00
Goodrich Road 72-8-1 38.67 acres	441,800.00
Goodrich Road 72-22-1 14 acres	280,000.00
Goodrich Road 72-11-3 3.404 acres	119,100.00
Goodrich Road 3.079 acres	107,800.00
	\$1,128,000.00